



*Create a business that fits  
beautifully into your life*

## 3 steps to coming up with brilliant business ideas

A business idea flows into a live business much more easily if you are excited by the subject matter, so make sure your natural interests and skill sets are taken into account when developing it.

It's a good idea to look inwards at yourself **FIRST** before looking outwards for inspiration. Looking outwards first can result in a scattergun approach, meaning you could base ideas around around perceived 'gaps' in the market, rather than the gaps that actually exist.

Follow these three easy steps:

**1**

Look inwards at your natural skill sets and interests

**2**

Take your ideas further using mind mapping

**3**

Delve deeper into your business ideas





## 1

### Look inwards at your natural skill sets and interests

Make a list of 5 things you feel you are good at and then make a list of 5 things you like doing. But aren't they the same thing, I hear you say? Not at all. You can be good at something such as admin, cleaning, multitasking but not necessarily want to start a business around it. The same with the things you like doing - you may love painting, drawing, yoga and running, but you may not feel you are any good at them. Make sense?

If there is something on your list that falls into both categories, i.e. something you are good at, and like doing, then you should definitely explore business ideas that take these into account.

If you have things on the 'like' list that you feel you are not good at, but which interest you, you can explore viable business ideas that sit around that interest.

For example, I worked with a woman who loved going to yoga classes and was naturally interested in all things holistic, but didn't feel she had the ability or desire to become a yoga teacher. She was also naturally tech savvy and decided to set up an online yoga platform which allowed people to stream yoga classes from the comfort of their own home. She worked with a handful of professional teachers and recorded the lessons from her home.





## 2

### Take your ideas further using mind mapping

Mind mapping is one of the most powerful techniques you can use to brainstorm. Write down your business idea and connect all your thoughts that branch out. You can use different colours for different strands.

You can also use sticky notes to write every single thought on a separate note, and organise them all on a window or your wall. Once you are done, take a picture of your mind map to save it for future reference.





## 3

### Delve deeper into your business ideas

If you have followed steps 1 and 2, you should have some ideas that really excite you. Next work through these questions to see if your idea has a market for your product or service.

- Who would you most want to serve and why?
- What is it they are looking for help with? What solution are they looking for?
- Why do they want this?
- How can you fulfil this need?
- What could you offer to help solve their problem?
- What could be your potential niche?

To summarise...

- Explore things you like and are good at. Remember they are not the same.
- Use mind mapping to brainstorm around some of the niche areas that excite you.
- Explore who would want to use your service or product

## Ready to start your own business?

If you're ready to start or scale, let me help create your own bespoke strategy for success. Find out more about how to work with me here [www.lyndaphoenix.digital](http://www.lyndaphoenix.digital)

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